

Put  
**BRIGHTER LIGHT!  
LONGER LIFE!**

into your Flashlight with

**EVEREADY**

TRADE-MARK

**FLASHLIGHT BATTERIES**

*There are a dozen uses every night —  
in every home — for an "Eveready" Flashlight.  
Make sure your Flashlight is always  
packed with extra power —  
with "Eveready" Batteries!*

"EVEREADY" brand Batteries give your  
flashlight brighter light — and they  
keep that brighter light beaming  
for a much longer life.



Putting out the  
milk jug



Going to the bathroom  
without waking the family



Looking for noises in  
the yard



Mending a blown electric  
light fuse



Getting the car out

"EVEREADY" flashlights  
are the best value of all.  
Built to last a lifetime.  
Many exclusive features.  
On sale everywhere.



*The New Way — Use an  
"Eveready" Gas Lighter!*

- ★ Safer with children in the house
- ★ Lights at the flip of a button
- ★ Saves mess with dead matches
- ★ On sale everywhere

